



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

MARKED AGENDA

8:00 a.m., Tuesday, April 16, 2013
Pinnacle Conference Room at Human Resources
7575 E. Main Street
Scottsdale, Arizona 85251

1. Call to Order/Roll Call 8:03AM

Michael Hoffmann, Chairman	Ren Hirose
Kathleen Glenn, Vice-Chairwoman	Robert McCreary
Tom Enders	David Scholefield
Ace Bailey	

2. Approval of Minutes

Commission discussion and possible action to approve the March 19, 2013 regular meeting minutes (Attachment No.1)

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE MARCH 19, 2013 MEETING.
COMMISSIONER HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

3. Staff Liaison Reports

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No.2)
- b. Bed Tax Proforma (Attachment No.3)
- c. Smith Travel Report (Attachment No.4)
- d. Program Updates

4. WestWorld TNEC Event Sales & Marketing RFP Update

At the request of the Commission, update, discussion and possible action regarding the WestWorld/TNEC event sales/marketing.

Staff Contact: Westworld Staff Member

**CHAIRMAN HOFFMANN MOVED TO FORWARD LETTER TO COUNCIL REGARDING THE
COMMISSIONS CONCERN OF THE TNEC EVENT SALES/MARKETING PROGRESSION.
COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR HSHANNON@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

5. Five-Year Tourism Development and Marketing Strategic Plan

Commission update and possible action regarding funding allocation for the Implementation of the Five Year Tourism Development and Marketing Strategic Plan.

Staff Contact: Steve Geiogamah

(Attachment No. 5, 5a, 5b)

COMMISSIONER HOFFMANN MOVED TO RECOMMEND \$500,000 OF FUNDING AS A ONE TIME COMMITMENT, \$125,000 FROM CARRYOVER OF CAPITAL AND APPROVAL OF THE LEADERSHIP PROCESSES AS OUTLINED. COMMISSIONER SCHOLEFIELD SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

6. P.F. Chang Rock ‘n’ Roll Marathon Performance Recap

Update and commission discussion regarding the 2013 PF Chang Marathon Events and upcoming events.

Rachel Pearson, Vice President of Community & Government Affairs SCVB

(Attachment No.6)

7. FY 2013/14 City’s Event Funding Programs

Commission update discussion and possible action regarding the FY2013/14 city’s event support funding programs. (Attachment No. 7, 7a, 7b, 7c, 7d, 7e)

Staff Contact: Steve Geiogamah

COMMISSIONER GLENN MOVED TO APPROVE THE PROGRAM CHANGES. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

8. SCVB Third Quarter Performance Measures Report

Rachel Sacco, President/CEO of the SCVB

Staff Contact: Steve Geiogamah

(Attachment No.8)

9. Election of Vice Chair

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

10. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

11. Public Comment

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

12. Adjournment 9:58AM

Next scheduled meeting is May 21, 2013



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